



ADMINISTRATIVE DIRECTIVE

Title: **Social Media Use**

Issuing Department: Town Manager/Town Council

Effective Date: October 6, 2009

Reviewed: PIO, Town Clerk, Legal, Technology Services

Approved: Resolution 2009-180

Type of Action: New

1.0 PURPOSE

This administrative directive outlines the protocol and procedures for use of social media to publicize official town services and events. In addition, this policy addresses the responsibilities of individual employees and town officials with regard to social media and the use of town resources (time/equipment), as well as responsibilities related to public records and open meeting laws.

2.0 ORGANIZATIONS AFFECTED

All Town of Marana departments, employees, and appointed and elected officials.

3.0 REFERENCES:

- A.R.S. § 41-1351, A.R.S. § 38-421, A.R.S. § 41-1347.B.: Retention and disposition of public records is determined per statute by Arizona State Library, Archives and Public Records through analysis by the professional staff of RMD. Retention is based upon the legal, administrative, historical, fiscal or informational value of the record.
- A.R.S. § 38-431 *et seq*: Open meeting law
- Town of Marana Personnel Policies and Procedures, Policy 5-4: Use of communications systems and equipment
- Town of Marana Code of Principle and Ethics-centered Governance
- Town of Marana Town-Issued Computer Equipment/Software and Electronic Communication Usage Policies for Council Members

4.0 DEFINITIONS

- 4.1 *Social Media*-various forms of discussion and information-sharing, including social networks, blogs, video sharing, podcasts, wikis, message boards, and online forums. Technologies include: picture-sharing, wall-postings, fan pages, e-mail, instant messaging, and music-sharing. Examples of social media applications include, but are not limited to, Google and Yahoo Groups (reference, social networking), Wikipedia (reference), MySpace (social networking), Facebook (social networking), YouTube (social networking and video sharing), Flickr (photo sharing), Twitter (social networking and microblogging), LinkedIn (business networking), and news media comment sharing/bloggging.
- 4.2 *Social Networking*-the practice of expanding business and/or social contacts by making connections through Web-based applications. This policy focuses on social networking as it relates to the Internet to promote such connections for official town business and for employees, elected and appointed officials who are using this medium in the conduct of official town business.

5.0 POLICIES AND PROCEDURES

All official town social media sites will be administered by the Public Information Officer (PIO) in the Town Manager's Office. These social media sites shall be used for the limited purpose of informing the public about town business, services and events. In the absence of the PIO, the Assistant to the Town Manager will administer all official town social media sites.

Individual departments may not have their own pages/sites. Individual departments wishing to add content to official town social media sites may submit a request to the PIO.

The town's Web site, www.marana.com, will remain the official location for content regarding town business, services and events. Whenever possible, links within social media formats should direct users back to the town's Web site for more information, forms, documents or online services necessary to conduct business with the Town of Marana.

Each social media site used by the Town of Marana shall include an introductory statement that clearly specifies the purpose of the site and directs the user back to the town's Web site.

Town of Marana employees and appointed and elected officials shall not disclose information about confidential town business on either the town's social media sites or their personal social media sites. In addition, all use of social media sites by elected and appointed officials shall be in compliance with Arizona's open meeting laws. Employees and elected or appointed officials' posts are a reflection of their own views and not necessarily those of the town.

Posting / Commenting Guidelines

All postings made by the town to social media sites will contain information and content that has already been published or broadcast in an official manner. The town will not comment on other social media members' sites. All official social media postings by the town will be done solely on the town's social media sites or in response to postings made on the town's social media sites.

Postings and comments to Town of Marana social media sites containing any of the following forms of content will not be allowed:

- A. Comments not topically related to the administrator's posting
- B. Content that violates town policy, including abusive, harassing, intimidating, vulgar, obscene and offensive communications, communications that defame or libel others, and communications that infringe upon the privacy rights of others
- C. Disparaging communications or jokes that are based on race, national origin, marital status, sex, sexual orientation, disability, age, religion, or any other characteristic protected under federal, state or local law
- D. Communications of any copyrighted materials, trade secrets, proprietary information, or any other highly sensitive confidential information
- E. Solicitation of others for commercial ventures or religious, social or political causes
- F. Content that is in violation of the town's Internet use policy

The Town of Marana reserves the right to remove content that is deemed in violation of this policy or any applicable law. Any participants on the town's official social media sites who are in continual violation of the posting/commenting guidelines may be permanently removed from the town's site.

The town will only post photos for which it has copyright or owner's permission to use.

Direct messages sent to social media accounts will be treated as general correspondence and kept in accordance with retention schedules provided by the Arizona State Library and Archives Records Management Division.

Chat functions in any social media sites will not be used.

Links to all social media networks to which the town belongs will be listed on the town's official Web site. Interested parties wishing to interact with these sites will be directed to visit the town's Web site for information on how to participate.

The Town of Marana reserves the right to temporarily or permanently suspend access to official town social media sites at any time.

PIO PROCEDURES

Responses to Comments and Messages

The PIO will be responsible for responding to comments and messages as appropriate. Whenever possible, the PIO will direct users back to the town's official Web site for more information, forms, documents or online services necessary to conduct business with the Town of Marana.

The town may invite others to participate in its social media sites. Such invitations will be based upon the best interests of the town as determined by the PIO in consultation with the Town Manager or designee.

Departmental Requests for Posting to Social Media Sites

The PIO will determine if a request is appropriate and adheres to the guidelines of this policy. If a request is not within policy guidelines, the request will be forwarded to the Town Manager's Office for further review.

Requests for Pursuing/Using New Social Media Sites

All requests for new social media sites and services to promote town business, services or events must be submitted by the PIO via Track-It to the Technology Services Director and will be reviewed by the Technology Services Department and the Town Manager's Office for approval.

Requests should be accompanied by an explanation of 1) the purpose of the social media site or service; 2) primary audience served; 3) the reason internal or existing resources will not meet these needs; and 4) a date range for the project (i.e. when will it launch, how long will it be in effect).

Requests should identify appropriate resources, including staff and funding for production and management of services, when applicable.

All content posted on official town social media sites must comply with town Web standards, unless otherwise agreed upon between the requesting department/division, the Town Manager's Office and the Technology Services Director. Employee or town confidentiality shall be maintained in accordance with all applicable laws and town policies. If a question arises regarding the use or posting of confidential information on a social media site, the matter shall be referred to the Legal Department office for review. The information in question shall not be posted, or if already posted, shall be removed until an opinion is rendered by the Legal Department. Notwithstanding the opinion of the Legal Department, the Town Manager's Office reserves the right to restrict or remove town information from an official town social media site if the Town Manager believes that the information does not serve the best interests of the town.

All social media-based services to be developed, designed, managed by or purchased from any third-party source for use requires appropriate budget authority and approval from the Technology Services Director. The requesting department will be responsible for all costs related to the purchase, maintenance and support of third-party products.

TECHNOLOGY SERVICES PROCEDURES

Technology Services (TS) will work with the PIO to ensure that new social networking sites and proposed content meet town standards. Once a new request is determined to meet technology guidelines and town policies, it will be forwarded to the Manager's Office for review.

If the request is approved, the Technology Services Director will allow open Internet access to the applicable social media site for the PIO and Assistant to the Town Manager.

MANAGER'S OFFICE PROCEDURES

The Town Manager's Office will review requests approved by Technology Services and the PIO and authorize final approval. In addition to the administrators provided by this policy, the Town Manager's Office shall determine/approve additional employee access to social media sites from town computing equipment.

6.0 RESPONSIBILITIES

- 6.1 It is the responsibility of employees, and appointed and elected officials to understand the procedures as outlined in this policy.
- 6.2 Designated administrators for town social media sites will be trained regarding the terms of this policy, including their responsibilities to review content submitted for posting to ensure compliance with the policy.
- 6.3 Employees who are not designated by the Town Manager's Office to access social media sites for official business are prohibited from accessing social media sites utilizing town computing equipment and/or the town's web access. While at work, employees who are not granted access via town systems and computing equipment may use personal computing devices and personal web accounts to access social media sites only during non-working hours such as lunch periods and breaks.
- 6.4 The PIO will chair a social media committee consisting of the PIO, Permit and Records Manager, Deputy Town Clerk, and Technology Services Director. The committee will meet at least every six months to update and review policies and make recommendations to the Town Manager regarding current trends and potential impacts on technology services infrastructure.

7.0 ATTACHMENTS